



The survey instrument features a header with a landscape image of a glacier and mountains. Overlaid on the image is the text "Glacier National Park" in a large, bold, sans-serif font. Below this, in a smaller font, is "Going-to-the-Sun Road Study". At the top right, there is a small logo of the National Park Service arrowhead shape containing a bison and the words "NATIONAL PARK SERVICE". Below the logo, the text "Survey of Businesses in the Glacier National Park Area" is written. The main body of the survey contains a section titled "VOLUNTARY MAILING LIST SIGN UP:" followed by a paragraph explaining the purpose of the sign-up. Below this are three lines for "Name:", "Street Address:", "City:", "Zip or Postal Code:", and "E-Mail Address:". At the bottom of this section are two checkboxes: "Send a summary of the survey results." and "Send information about Going-to-the-Sun Road rehabilitation." Below the checkboxes is a "PRIVACY ACT and PAPERWORK REDUCTION ACT statement:" followed by a detailed paragraph about the collection and use of information. At the bottom of the page, there is an "OMB CONTROL # 1024-0239 EXPIRES: SEPTEMBER 30, 2001" and a note "ALL IMAGES USED COURTESY OF GLACIER NATIONAL PARK".

Glacier National Park

Going-to-the-Sun Road Study

Survey of Businesses in the Glacier National Park Area

**VOLUNTARY MAILING LIST SIGN UP:**

If you would like to become personally involved in our activities and meetings, or receive a summary of the survey results, please provide your name, street and email addresses. This information will only be used to keep you informed, will not be included in the survey tabulation, and is strictly voluntary. Your name will not be used to contact you for additional information. You are also invited to visit our web page, [www.nps.gov/glac/montana.htm](http://www.nps.gov/glac/montana.htm).

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip or Postal Code: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

☐ Send a summary of the survey results.

☐ Send information about Going-to-the-Sun Road rehabilitation.

**PRIVACY ACT and PAPERWORK REDUCTION ACT statement:** 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to serve the public better. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. **Burden Estimate Statement:** Public reporting for this form is estimated to average 15 minutes. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

OMB CONTROL # 1024-0239 EXPIRES: SEPTEMBER 30, 2001

ALL IMAGES USED COURTESY OF GLACIER NATIONAL PARK

## Appendix A: Glacier National Park Survey of Businesses - Survey Instrument

1. Please provide the number of locations of your business.

- ☐ Single location  
☐ Multiple locations in Montana only  
☐ Multiple locations in Alberta only  
☐ Multiple locations including others outside of Montana or Alberta

2. Please indicate the type of business ownership.

- ☐ Locally Owned (Local = in Flathead, Lake or Glacier County or Southwest Alberta)  
☐ Ownership located elsewhere in Montana or Alberta  
☐ Ownership located outside Montana or Alberta  
☐ Other. Please specify: \_\_\_\_\_

*(If your business has more than one location, please respond to questions 3 through 10 regarding the location that received this mailing.)*

3. Using the calendar year 2000 as an example, approximately how many of the following types of employees (including yourself) did your business employ?

- \_\_\_\_\_ Full Time, Permanent, Year Around  
 \_\_\_\_\_ Full Time during the Tourist Season  
 \_\_\_\_\_ Part Time during the Tourist Season  
 \_\_\_\_\_ Other. Please explain.  
 \_\_\_\_\_

4. Over the last five years, have your gross revenues increased, decreased, or remained about the same?

- ☐ Increased  
☐ Decreased  
☐ Remained about the same

5. Please indicate your business' approximate annual gross revenues for 2000.

- ☐ Less than \$50,000  
☐ \$50,000 to \$99,999  
☐ \$100,000 to \$499,999  
☐ \$500,000 to \$999,999  
☐ \$1,000,000 to \$5,000,000  
☐ More than \$5,000,000

6. On average, what percent of your annual gross revenues are earned in the following seasons?

- \_\_\_\_\_ Winter (December, January, February)  
 \_\_\_\_\_ Spring (March, April, May)  
 \_\_\_\_\_ Summer (June, July, August)  
 \_\_\_\_\_ Fall (September, October, November)  
 100% Annual Total

7. In your judgment, what percent of your business' gross revenues do tourists or visitors generate in a direct manner during each season?

*(A direct manner might include visitors purchasing your product or service.)*

- \_\_\_\_\_ % Winter (December, January, February)  
 \_\_\_\_\_ % Spring (March, April, May)  
 \_\_\_\_\_ % Summer (June, July, August)  
 \_\_\_\_\_ % Fall (September, October, November)

8. In your judgment, what percent of your business' gross revenues do tourists or visitors generate in an indirect manner during each season? *(An indirect manner might include supplying products or services to businesses, like motels, that serve visitors or to seasonal employees that serve visitors.)*

- \_\_\_\_\_ % Winter (December, January, February)  
 \_\_\_\_\_ % Spring (March, April, May)  
 \_\_\_\_\_ % Summer (June, July, August)  
 \_\_\_\_\_ % Fall (September, October, November)



Glacier National Park - Survey of Businesses

9. The National Park Service is considering undertaking substantial rehabilitation of Going-to-the-Sun Road. Going-to-the-Sun Road extends through Glacier National Park and is the only road that provides access to Logan Pass. In your opinion, will your business' gross revenues be negatively impacted during Going-to-the-Sun Road rehabilitation?

- ☐ Yes, Likely ☐ Don't Know . . . . Go to Question 11.  
☐ No, Unlikely . . . . Go to Question 11.

10. Please estimate the percent of your gross revenues that might decrease in a year in which Going-to-the-Sun Road is being rehabilitated.

- ☐ None  
☐ 1% to 10%  
☐ 11% to 25%  
☐ 26% to 50%  
☐ More than 50%

11. If Going-to-the-Sun Road rehabilitation occurs, there will be substantial road construction activity. How might this construction activity impact your business' gross revenues?

- ☐ Positive Impact, Likely  
☐ Neutral — No Impact, Likely  
☐ Negative Impact, Likely  
☐ Don't Know

12. If Going-to-the-Sun Road rehabilitation occurs, some local businesses might be negatively impacted due to fewer visits to Glacier National Park during construction. The Going-to-the-Sun Road Advisory Committee is working to develop a mitigation strategy that would minimize any potential reduction in visitors. Please help us by suggesting programs, activities or projects that should be considered to minimize potential impacts. Be as specific as possible.

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13. If Going-to-the-Sun Road is rehabilitated, then, after construction, how might the rehabilitated road impact your business' gross revenues?

- ☐ Positive Impact, Likely ☐ Negative Impact, Likely  
☐ Neutral — No Impact, Likely ☐ Don't Know

14. Please provide any other comments regarding Going-to-the-Sun Road rehabilitation or its potential impact on the local area.

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## Appendix A: Glacier National Park Survey of Businesses - Survey Instrument



United States Department of the Interior  
NATIONAL PARK SERVICE  
Glacier National Park  
West Glacier, Montana 59936

June, 2001

Dear Business Manager:

Thank you for taking your time to participate in this business survey. This survey will provide critical information necessary to assess the implications of the Going-to-the-Sun Road rehabilitation on the local business community and their employees. It will also help us explore options that could stimulate local and regional economic growth. All results will be recorded and reported anonymously.

Enclosed is a self-addressed stamped envelope for your convenience. Please return the survey within ten days from date of receipt. If you have any questions, contact our Project Management Office, Glacier National Park, West Glacier, Montana 59936 (406-888-7972).

Sincerely,

  
Suzanne Lewis  
Superintendent

*All answers are confidential and will not be revealed to the public except as averages or other summary statistics.*

Business Name (Optional): \_\_\_\_\_

Product Sold or Service Provided: \_\_\_\_\_

Location: \_\_\_\_\_  
(County or Province) (Zip Code or Postal Code)

Number of Years Business has been Operating in the County or Province: \_\_\_\_\_



Glacier National Park - Survey of Businesses